

My thesis titled „The Origin and Evolution of Media Agencies in the Czech Republic“ discusses the emergence and gradual formation of organisations specialised in media planning and the purchase of advertising space in the media. It focuses in particular on the 1990–2000 period; however, it also mentions the development of these agencies before 1989 as well as the current and future trends. To better understand the formation of these organizations, the thesis also briefly describes the basic developmental characteristics of the media market in the Czech Republic after 1989. The work also contains the definition of a media agency, the explanation of its nature and its position in the „media chain“, i.e. the description of the role media agencies perform in relation to advertisers, advertising agencies, media representatives, the media and audience. It also mentions the impact of media agencies on the operation of the media and their share in creation of media tools and research. Because there is no supporting material available so far, the work is mostly based on the statements of the founders of the agencies and direct participants.